

Sponsor Benefits & Privileges for 2011 Multicultural Festival

Benefits & Privileges	Universal \$1,000 and up	International \$750-\$999	National \$500-\$749	Regional \$250-\$499	Local \$100-\$249	Neighbor \$25
Stage Area Festival Signage*	yes	---	---	---	---	---
Entrance Area Festival Signage*	yes	yes	---	---	---	---
General Festival Area Signage*	yes	optional	yes	---	---	---
LOGO displayed in the event program	primary	secondary	Not applicable			
Partners in Prevention (PIP) Goodie Bag	yes	yes	yes	---	---	---
Listed by name in the program	yes	optional	yes	yes	yes	---
Up to (#) spaces reserved during Festival	3	2	1	1	---	---
Named during Festival as supporter	yes	yes	yes	yes	yes	yes
Name mentioned during PIP Talk Show	yes	yes	yes	---	---	---
Tickets to January Unity Awards Banquet (#)	5	3	2	---	---	---
Thank You ad in Longview News-Journal	yes	yes	yes	yes	---	---
*Signage is provided by sponsor to event staff preferably by October 20 th , all signage will be handled with care for safe return.						

Sponsoring the Multicultural Festival affords you or your business many benefits. Enhancing your visibility in the community and showing your support for ethnic diversity and inclusiveness is the major benefit. Below you will find the many ways we have chosen to market this event to the public in order to maximize the effectiveness of your donation.

- Communicate directly with the projected thousands of attendees on event day.
- Reach an estimated. 50,000 people with local cable through PIP Show and market place advertisement.
- In Longview, promotion of the event will be printed on customer water bills and city newsletter.
- Roughly 300 active participants in the festival (i.e. Vendors, Performers, Exhibitors, and Volunteers.)
- Advertisement on many websites for festivals and networking
- Posters, Fliers, in both English and Spanish placed in over 100 businesses, worship centers, and public venues.
- PSA on local radio & TV stations in the East Texas area.

For more information, please contact Partners in Prevention at 903-237-1019 or Branden at 430-558-0058.